

# **AMENDMENT #1 FOR RFP NUMBER 0A1141**

**DATE AMENDMENT ISSUED:** October 6, 2014

The State of Ohio, through the Department of Administrative Services, on behalf of the Development Services Agency, TourismOhio is requesting proposals for:

**Website Redevelopment, Hosting & Ongoing Maintenance for DiscoverOhio.com**

<b>INQUIRY PERIOD BEGINS:</b>	<b>October 1, 2014</b>
<b>INQUIRY PERIOD ENDS:</b>	<b>October 22, 2014</b>
<b>OPENING DATE:</b>	<b>October 29, 2014</b>
<b>OPENING TIME:</b>	<b>1:00 P.M.</b>
<b>OPENING LOCATION:</b>	<b>Department of Administrative Services General Services Division IT Procurement Services Bid Desk Attn: Valerie Piccininni 4200 Surface Road Columbus, Ohio 43228-1313</b>

This RFP consists of five parts and 9 attachments, totaling 72 consecutively numbered pages. Supplements also are attached to this RFP with a beginning header page and an ending trailer page. Please verify that you have a complete copy.

This page represents the amendment for the Request for Proposal (RFP) listed above. Please use this page to replace the page previously issued by the state.

Specifications and requirements that have been revised are indicated with asterisks and/or bold type.

**ATTACHMENT ONE: EVALUATION CRITERIA**

**Mandatory Requirements.** The first table lists this RFP’s mandatory requirements. If the offeror’s Proposal meets all the mandatory requirements, the offeror’s Proposal may be included in the next part of the technical evaluation phase described in the next table.

Mandatory Requirements	Reject	Accept
The offeror must document, at a minimum, two (2) previous digital marketing projects of similar size, complexity, and scope.		
The offeror <b>*or proposed subcontractor</b> must have at least 1 project demonstrating experience providing hosting services for a project of similar size, complexity, and scope within the last 36 months.		

**Scored Criteria.** In the technical evaluation phase, the State will rate the technical merits of the Proposals based on the following requirements and the weight assigned to each requirement:

The following table lists the Proposal requirements that will be evaluated and scored.

Scored Criteria (Technical Proposal)	Weight	Does Not Meet	Meets	Exceeds
The offeror must document, at a minimum, two (2) previous digital marketing projects of similar size, complexity, and scope.	10	Reject	5	7
The offeror <b>*or proposed subcontractor</b> must have at least 1 project demonstrating experience providing hosting services for a project of similar size, complexity, and scope within the last 36 months.	10	Reject	5	7
The offeror must have completed one (1) project where it created a web portal that allowed various users to upload information to the site.	10	0	5	7
The offeror must demonstrate experience with developing at least two (2) e-commerce/ transactional functionality for websites.	5	0	5	7
The offeror must describe its concept for increasing visitation / time on site / page visits by redesigning DiscoverOhio.com and show concepts for new website.	5	0	5	7
Ohio-based company or Ohio branch office	1	0	5	
Staffing Plan	5	0	5	7
<b>Proposed System Solution</b>				
• Industry Database/Web Portal	5	0	5	7
• Website Design/Content	5	0	5	7
• Project Management	5	0	5	7

The offeror must document, at a minimum, two (2) previous digital marketing projects of similar size, complexity, and scope.

**The offeror \*or proposed subcontractor must have at least 1 project demonstrating experience providing hosting services for a project of similar size, complexity, and scope within the last 36 months.**

**Required Experience and Qualifications.** The offeror must complete this section to demonstrate that it meets the requirements for experience. (Refer to Attachment Seven.) For each reference, the offeror must provide the information in the same manner as described under Attachment Seven.

~~**\*THE OFFEROR MAY NOT USE THE EXPERIENCE OR QUALIFICATIONS OF A SUBCONTRACTOR TO MEET ANY OF THE ABOVE MANDATORY QUALIFICATIONS OR EXPERIENCE. THESE MUST BE FULFILLED EXCLUSIVELY THROUGH THE QUALIFICATIONS AND EXPERIENCE OF THE OFFEROR.**~~

**Staffing Plan.** The offeror must provide a staffing plan that identifies all key personnel required to do the project and their responsibilities on the project. TourismOhio is seeking a staffing plan that matches the proposed project personnel and qualifications to the activities and tasks that will be completed on the project. In addition, the plan must have the following information:

- a. A matrix matching each key team member to the staffing requirements in this RFP.
- b. A contingency plan that shows the ability to add more staff if needed to ensure meeting the Project's due date(s).
- c. A discussion of the offeror's ability to provide qualified replacement personnel.
- d. The offeror must submit a statement and chart that clearly indicate the time commitment of the proposed work team, including the Project Manager, to the Project and any other, non-related work during the term of the Contract. The offeror must also include a statement indicating to what extent, if any, the Project Manager may be used on other projects during the term of the Contract. The Evaluation Committee may reject any Proposal that commits the proposed Project Manager to other work during the term of the Contract if the committee believes that doing so will be detrimental to the offeror's performance.

**Proposed System Solution.** The offeror must describe in detail how its proposed solution meets the requirements described in this RFP. The offeror may not simply state that the proposed solution will meet or exceed the specified requirements. Instead, the offeror must provide a written narrative that shows that the offeror understands the functionality, technical and work requirements of this RFP and how the offeror's proposed solution meets those requirements.

All the specifications given in this RFP are minimum system requirements. The offeror may recommend features or other elements in excess of the minimum but must clearly identify them as such, provide the rationale behind the recommendations, and explain how they will benefit the State. The recommendations may not result in additional evaluation credit being given.

The offeror must address Sections 2.1 and 2.2 in the Background Section and Attachment Two: Scope of Work in its entirety.

In addition to the information above, the offeror must provide a Project Plan detailing how it will meet the Acceptance/Live target date of May 1, 2015. Any offeror must be prepared to reach this target date. At a minimum, this section of the offeror's proposal must include the following:

Detailed project schedule (suggested Microsoft Project Gantt chart) showing all Project Deliverables, milestones, tasks and activities on a week-by-week schedule to serve as the basis

ATTACHMENT SEVEN

OFFEROR PROFILE SUMMARY

OFFEROR MANDATORY REQUIREMENTS

REQUIREMENT:

The offeror **\*or proposed subcontractor** must have at least 1 project demonstrating experience providing hosting services for a project of similar size, complexity, and scope within the last 36 months.

<b>Company Name:</b>	<b>Contact Name:</b> (Indicate Primary or Alternate)	
	<b>Contact Title:</b>	
<b>Company Address:</b>	<b>Contact Phone Number:</b>	
	<b>Contact Email Address:</b>	
<b>Project Name:</b>	Beginning Date of Experience (month/year):	Ending Date of Experience (month/year):
<b>Indicate:</b>		
<b>List Related Service Provided:</b>		
<b>Describe how the Related Service demonstrates the offeror's experience in hosting services for a project of similar size, complexity, and scope.</b>		

--Duplicate Form as Needed--